

**CASE NUMBER: 15SN0667**  
**APPLICANT: Volvo of Midlothian**



**STAFF'S ANALYSIS  
AND  
RECOMMENDATION**

**Planning Commission (CPC)**

**Public Hearing Date:**

AUGUST 18, 2015

**CPC Time Remaining:**

100 DAYS

**Applicant's Contact:**

DOUG PRIDGEN  
(804-320-9054)

**Applicant's Agent:**

RONALD FERGUSON  
(804-357-5190)

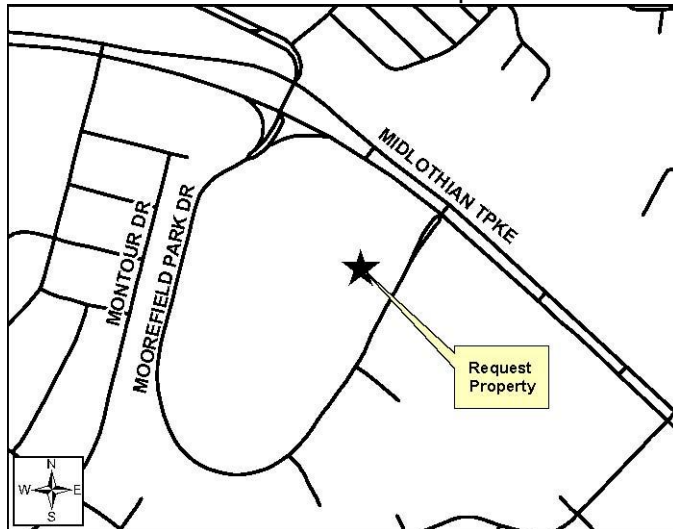
**Planning Department Case Manager:**

RYAN RAMSEY (804-768-7592)

**CHESTERFIELD COUNTY, VIRGINIA**

Magisterial District: **CLOVER HILL**

9811 Midlothian Turnpike



**APPLICANT'S REQUEST**

Amendment of conditional use planned development (Case 13SN0504) relative to signage in General Business (C-5) and Light Industrial (I-1) Districts.

Replacement of an existing freestanding sign (Sign C) along Moorefield Park Drive is planned. The sign is requested to advertise the new motor vehicle sales dealership on the property, Volvo of Midlothian. The proposed sign will have an increase in sign area, sign height and a new location relative to the existing Sign C. (Attachment 3, Exhibit C)

**Notes:**

- A. Conditions may be imposed or the property owner may proffer conditions.
- B. Proffered conditions, previous case minutes, sign location map and sign elevations are located in Attachments 1-4.

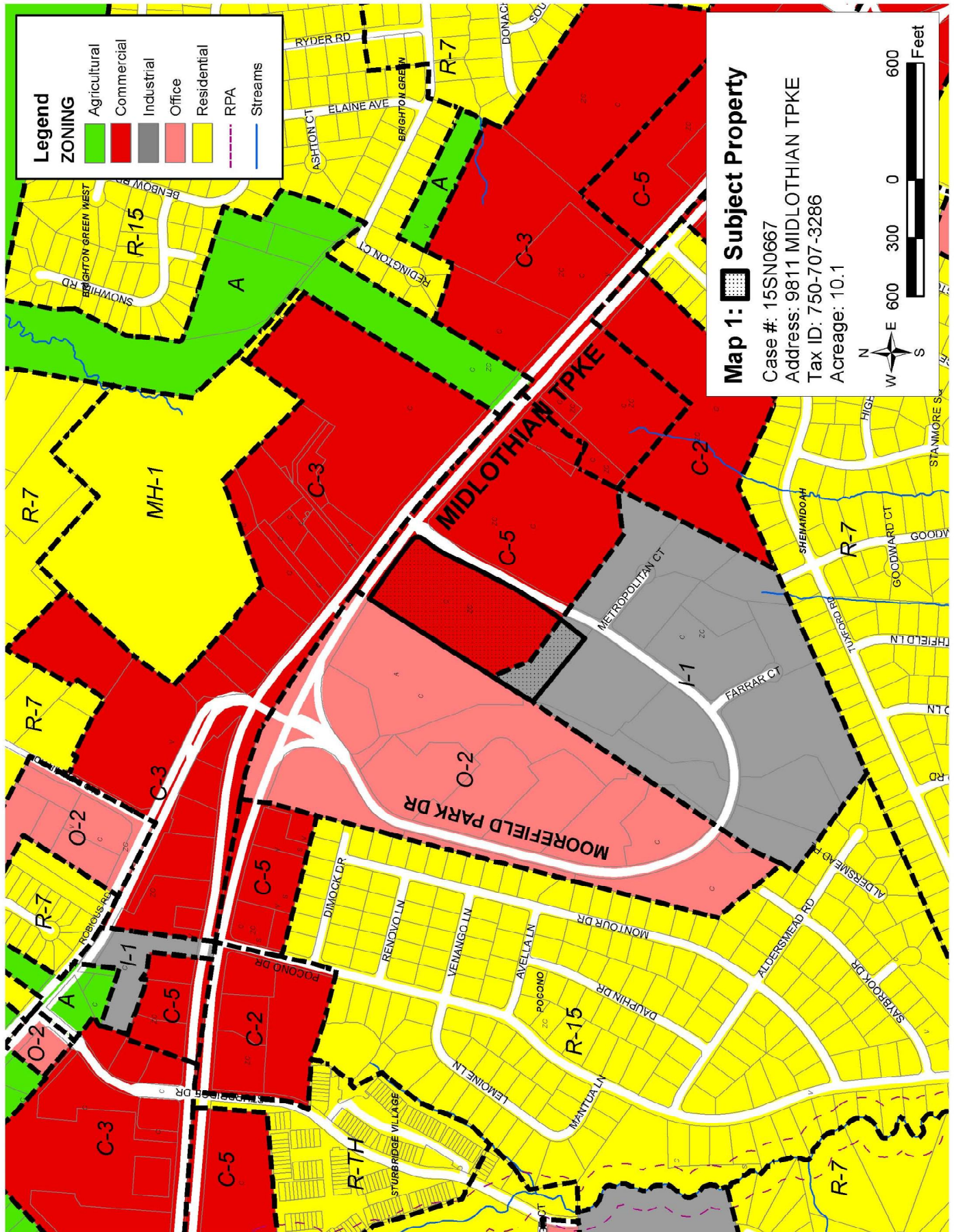
**RECOMMENDATION**

STAFF

**RECOMMEND APPROVAL**

- Signage will achieve compatibility with dealership façade and building mounted signage
- Proposed sign will be similar in area and height to adjoining dealership's sign (Lexus) located across Moorefield Park Drive

SUMMARY OF IDENTIFIED ISSUES	
Department	Issue
PLANNING	-
FIRE	-
CDOT	-
VDOT	-
UTILITIES	-
ENVIRONMENTAL ENGINEERING	-

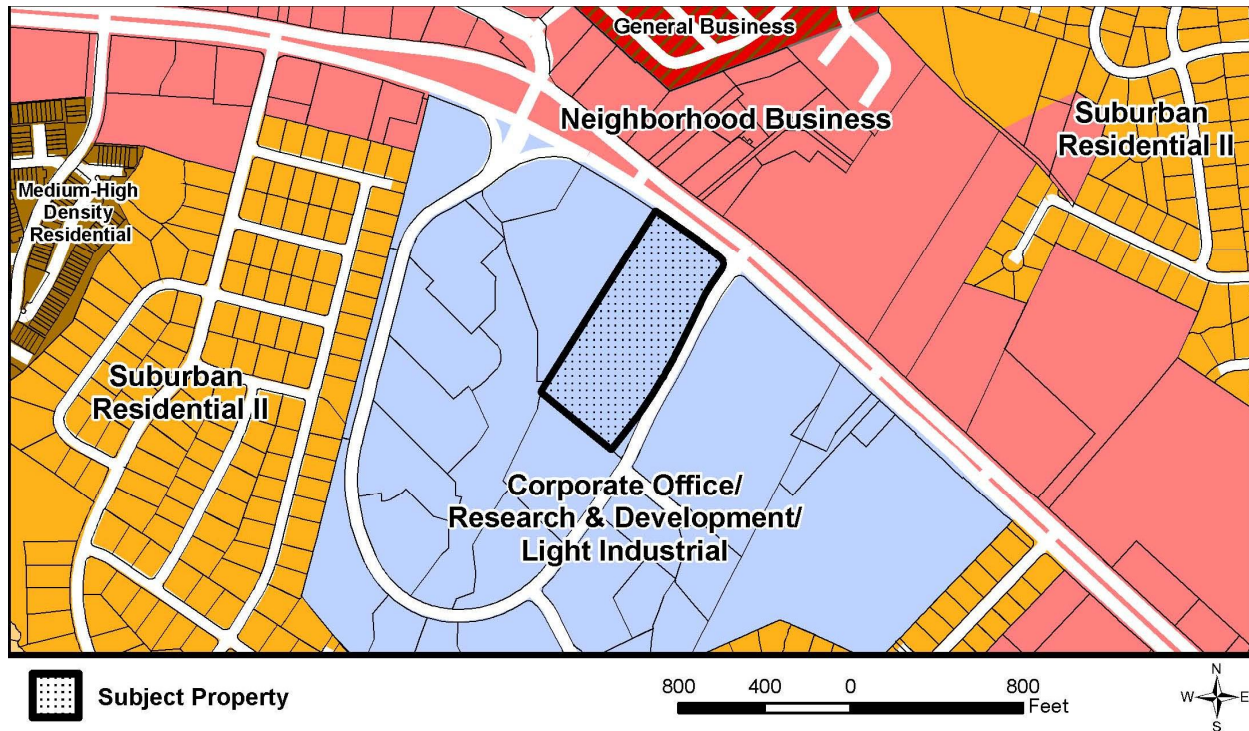




## Map 2: Comprehensive Plan

Classification: **CORPORATE OFFICE**

Professional and administrative offices or similar uses. Typical uses could include corporate headquarters, lawyer, accountant and real estate offices; medical laboratories; and colleges. The size of individual offices is typically larger than that found in a Neighborhood Office area.



## Map 3: Surrounding Land Uses & Development



## PLANNING

Staff Contact: Ryan Ramsey (804-768-7592) ramseyrp@chesterfield.gov

### ZONING HISTORY

Case Number	BOS Action	Request
81SN0072	Approved (08/26/1981)	<ul style="list-style-type: none"><li>Rezoning from A to B-3 and M-1 to permit commercial and industrial uses</li><li>Motor vehicle dealership was planned with a limitation on the proposed number, size and illumination of freestanding signs</li></ul>
13SN0504	Approved (02/27/2013)	<ul style="list-style-type: none"><li>Amendment of Conditional Use Planned Development (Case 81SN0072) to delete the previous sign package requirements and regulate signage according to Zoning Ordinance</li><li>Aggregate amount of freestanding signage for the auto dealership was reduced</li></ul> <p style="text-align: right;"><i>Attachment 2</i></p>

### PROPOSAL

A new motor vehicle dealership, Volvo of Midlothian, is renovating and relocating into the main dealership building on the request property. The applicant desires to replace existing Sign C with a new freestanding sign. Proposed Sign C would be located to the south of the Moorefield Park Drive entrance and be slightly taller in height and larger in sign area. This request does not modify the sign area, height or location requirements for Signs A and B, as previously approved in case 13SN0504.

The following provides an overview of the modifications proposed by the applicant to accommodate the proposed Sign C on the property:

Sign Amendment Overview		
Requirements	13SN0504	Proposal
Sign C		
Area	20 Square Feet	42 Square Feet
Height	12 Feet	20 Feet
Location	Located at the Moorefield Park Drive Entrance <i>Attachment 3, Exhibit C</i>	Located to the south of Moorefield Park Drive Entrance <i>Attachment 3, Exhibit C</i>

While the applicant's proposal allows for an increase in sign area and height, the freestanding sign would be consistent with the area and height of a freestanding sign located across Moorefield Park Drive and identifying the adjoining Lexus motor vehicle dealership. The proposed signage will also be compatible with the façade improvements being made to the dealership building.

## PUBLIC FACILITIES

### FIRE SERVICE

Staff Contact: Anthony Batten (804-717-6167) [BattenA@chesterfield.gov](mailto:BattenA@chesterfield.gov)

### Nearby Fire and Emergency Medical Service (EMS) Facilities

Fire Station	The Buford Fire Station, Company Number 9
EMS Facility	The Forest View Volunteer Rescue Squad

This request will have minimal impact on fire and EMS.

### COUNTY DEPARTMENT OF TRANSPORTATION

Staff Contact: Jim Banks (804-748-1037) [banksj@chesterfield.gov](mailto:banksj@chesterfield.gov)

County Department of transportation has no comment on this request.

### VIRGINIA DEPARTMENT OF TRANSPORTATION

Staff Contact: Brian Lokker (804-674-2384) [brian.lokker@vdot.virginia.gov](mailto:brian.lokker@vdot.virginia.gov)

### VDOT Land Use Regulations

Traffic Impact Analysis (24VAC30-155)	-
Access Management (24VAC30-73)	-
Subdivision Street Acceptance (24VAC30-91/92)	-
Land Use Permit (24VAC30-151)	Advertising signage is not permitted to be placed within the limits of state maintained rights-of-way. The sign location shall be placed at a location that does not prohibit the sight lines of exiting vehicles at access points and/or intersections. VDOT can evaluate the sign location prior to placement by contacting Land Use at 804-674-2531.
Summary	-

## **WATER AND WASTEWATER SYSTEMS**

Staff Contact: Jamie Bland (804-751-4439) blandj@chesterfield.gov

The proposal's impacts on the County's utility system are detailed in the chart below:

<b>Water and Wastewater Systems</b>			
	<b>Currently Serviced?</b>	<b>Size of Existing Line</b>	<b>Connection Required by County Code?</b>
<b>Water</b>	Yes	12" & 20"	Yes
<b>Wastewater</b>	Yes	8"	Yes

### Additional Information:

The proposed request will not impact the public water and wastewater systems.

## **ENVIRONMENTAL**

Drainage, Erosion and Water Quality

Staff Contact: Doug Pritchard (804-748-1028) pritchardd@chesterfield.gov

Environmental Engineering has no comment on this request.

CASE HISTORY	
Applicant Submittals	
5/13/15	Application and proffers submitted



**PROFFERED CONDITION**

The auto dealership shall be permitted two (2) freestanding signs not to exceed a total of one hundred and fifty (150) square feet. An additional freestanding sign shall be permitted for the auto dealership along the north-south roadway. Other than directional signs and a sign identifying the industrial park, no other freestanding signs shall be permitted.

- i. Sign A, shown on Exhibit C, shall not exceed one hundred (100) square feet and thirty-five (35) feet in height.
- ii. Sign B, shown on Exhibit C, shall not exceed fifty (50) square feet and ten (10) feet in height.
- iii. Sign C, shown on Exhibit C, shall not exceed forty-two (42) square feet and twenty (20) feet in height. (P)

(Staff Note: This Proffered Condition supersedes Proffered Condition 1 of Case 13SN0504.)

## APPROVED CONDITIONS FOR CASE 13SN0504

13SN0504

In Clover Hill Magisterial District, Trebour Family Limited Partnership requests amendment of conditional use planned development (Cases 81SN0072 and 82SN0105) and amendment of zoning district map relative to signage in General Business (C-5) and Light Industrial (I-1) Districts on 10.1 acres known as 9811 Midlothian Turnpike. Density will be controlled by zoning conditions or ordinance standards. The Comprehensive Plan suggests the property is appropriate for Corporate Office use. Tax ID 750-707-3286.

Mr. Tompkins presented a summary of Case 13SN0504 and stated both the Planning Commission and staff recommended approval and acceptance of one proffered condition.

Mr. Bob Leipertz accepted the recommendation.

Ms. Jaeckle called for public comment.

There being no one to speak to the request, the public hearing was closed.

Mr. Warren made a motion, seconded by Mr. Gecker, for the Board to approve Case 13SN0504 and accept the following proffered conditions:

The applicant hereby amends Condition 35 in Case 81SN0072 to read as follows:

The auto dealership shall be permitted two (2) freestanding signs not to exceed a total of 150 square feet. An additional freestanding sign shall be permitted for the auto dealership along the north-south roadway. Other than directional signs and a sign identifying the industrial park, no other freestanding signs shall be permitted.

i. Sign A, shown on Exhibit C, shall not exceed 100 square feet and thirty-five (35) feet in height.

ii. Sign B, shown on Exhibit C, shall not exceed fifty (50) square feet and ten (10) feet in height.

iii. Sign C, shown on Exhibit C, shall not exceed twenty (20) square feet and twelve (12) feet in height.

(Staff Note: This Proffered Condition supersedes Condition 35 of Case 81SN0072. The sign package, as required in Condition 1 of Case 82SN0105, is deleted.)

Ayes: Jaeckle, Elswick, Warren, Holland and Gecker.

Nays: None.

EXHIBIT C: REVISED SIGN LOCATIONS





